

The Beta Coffeehouse



After ten years with Marathon Company, Mike Snyder received severance pay and wondered what to do next. He earned his Materials and Logistics Management (supply chain management) degree from Michigan State, but knew little about the bistro and coffee business. His wife, Meg, had worked for several coffeehouses including Starbucks, and knew the business inside and out. Working together, blending their individual talents, they decided to open a coffeehouse, something Meg had always wanted to do and so became Cody, Wyoming's Beta Coffeeshop.

Mike and Meg split the shift each day, six hours each. That way they have the best of both worlds with business and family. Meg can stay with their little girl during the morning and Mike gets to stay with her in the afternoons and they are expecting their second child. The Beta Coffeehouse is open Monday through Friday from 6:30 a.m. to 6:00 p.m. and from 7:00 a.m. to 4:00 p.m. Saturday and Sunday. They provide a non-alcoholic environment for youth under the age of 21. There is an opportunity for musicians and artists to get an open venue they might not otherwise get at The Beta. They can take advantage of "open mic" on Friday evenings (when they remain open until 11:00 p.m.) and there is a display wall that changes every three weeks and the Snyders' never have to worry about filling it. The "art wall" displays local talent from the community and from time to time artists get referrals for their work.

The Snyders work hard to cater to local clientele. Although they realize a significant profit during the summer, they want to stretch that on to winters that are tough in Cody which tends to be a tourist area. They are determined and operate their business with pride. Meg and Mike have learned that the most difficult and the easiest thing is to put a smile on your face and greet friends and neighbors with sincerity all the time. They have accomplished social skills and know what it takes to make it all work. The Beta Coffeehouse provides a clean, comfortable environment with coffee that's shipped all the way from Hillsboro, Oregon, just outside of Portland, by Longbottom Coffee and Tea.



The Snyders are a member of the Cody Chamber of Commerce. Mike and Meg are avid rock climbers and Mike is involved with the Sports and Attractions Task Force and has been working hard to get Cody noticed for outdoor activities, like ice climbing, mountain biking, photography, hiking, etc. The Beta Coffeehouse has supported many local events including Cody CAN, a local anti-drug campaign; The Peace Run, to support domestic violence awareness; and have formed a team of twelve for this year's Relay for Life through the American Cancer Society as well as volunteering time to the Teen Center.



With the help of the Small Business Development Center, Shoshone National Bank and an SBA loan, they have three years of hard work into this blooming, small business. Follow the rich, coffee aroma to their relaxed café across from the historic Irma Hotel. You can sip your favorite drink or try your favorite coffee.

For more information check out The Beta Coffeehouse at 1132 12th Street, Cody, Wyoming, 307-587-7707 or e-mail betacoffee@bresnan.net